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November 1, 2004

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**Via ECFS**

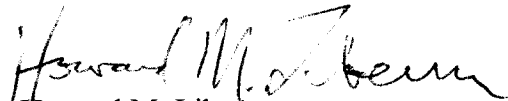
Ms. Marlene Dortch  
Secretary  
Federal Communications Commission  
445 Twelfth Street, SW  
Washington, DC 20554

Re: Notice of Inquiry, MB Docket 04-233

Dear Ms. Dortch:

On behalf of Mission Broadcasting, Inc., submitted herewith are statements on behalf of KRBC-TV, Abilene, Texas and KSAN-TV, San Angelo, Texas in the Commission's Notice of Inquiry regarding broadcasters fulfillment of their local communities public needs and interests.

Very truly yours,

  
Howard M. Liberman

*Established*  
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## COMMUNITY INVOLVEMENT PROJECTS

Here is a sample of KSAN community involvement projects

- **Community Calendar Messages** that air at various times each day alerting viewers about upcoming events in the Concho Valley.
- **KSAN hosted the first ever Great San Angelo Bike Race** in May of 2004. This event was an enormous success with over 150 participants between the ages of 2-12.
- **Since opening the News Department in 1998 KSAN has hosted an annual food drive for the local food bank in July.** We choose July because summer is a difficult time for the local food bank the donations from the holiday season have run out and yet there is still a tremendous need.
- **KSAN hosted Political Debates for several local elections, Police Chief, Mayoral and City Council.**
- **The KSAN weather department regularly visits local schools to teach weather safety and holds sky spotter classes to teach local residents what to look for during threatening weather.**
- **The Stock Show and Rodeo is one of the major events for the Concho Valley and KSAN is actively involved in this annual event. Each year we telecast the Rodeo Parade live and do live news cast each night from the rodeo and carnival.**
- **KSAN produced and aired PSA's for Historic Murals of San Angelo.**
- **Each year during the month of May area cancer survivors hold a Relay for Life. Since 1996 KSAN has participate in this event with relay teams, during 2004 KSAN broadcast the lighting ceremony live.**
- **KSAN produced and broadcast stories of children in need during Make-A-Wish week of miracles.**



## COMMUNITY INVOLVEMENT PROJECTS

These are a sampling of KRBC's Community involvement projects:

- Community Calendar Messages that air in the 5 and 6 pm newscasts, Monday through Friday that highlight upcoming weekend Big Country activities.
- KRBC Hosts the MDA Jerry Lewis Telethon, Labor Day weekend. This 2 day event raises money for Muscular Dystrophy. In the at least 6 years we have hosted it MDA has raised between 700 and 800 thousand dollars during the course of the telethon as well as other fundraising events throughout the year such as Firefighters Fill the Boot campaign and Lock ups, all of which KRBC is involved in some manner.
- For at least the past 4 years, we have participated as the Official Weather Sponsor of Balloon Fest, hosted by the Optimist Unlimited Club of Abilene and benefits numerous youth programs of the Big Country. This event takes place at the end of September. It consists of a Hot Air Balloon festival with many hot air balloons grouped and flying in the city.
- KRBC participates in Boo at the Zoo. The Abilene Zoo hosts the huge event that takes place around Halloween. Business from all over, as well as KRBC, set up "treat stops" throughout the Zoo and parents bring their kids for a safe and fun Trick or Treat experience. This year, 3800 people came through the zoo to the treat stops, raising approximately \$7000 for the preservation of the Abilene Zoo.
- KRBC and United Supermarkets hosted a Pumpkin Patch Party at the supermarket in town Halloween weekend. It consisted of candy stops throughout the store as well as games and entertainment for the kids. This was set up by the sales department and we are hoping to be able to make this an annual event.
- KRBC is involved in the Diamondback Celebrity Golf Tournament each year. The golf course brings in celebrity golfers to play in a tournament and the proceeds benefit the NOAH Project (helps abused women and children) as well as HOSPICE. KRBC will typically do live reports and stories and promotions leading up to the event.
- KRBC hosts Season of Miracles campaign each year. The station asks that people write in and nominate a deserving person or persons for a special gift for the holiday season. Businesses then provide gifts for people in exchange for sponsorship of the campaign. Items have ranged from dental work, to furniture to work out equipment for a disabled young man, just to name a few.
- Since 1985, KRBC has hosted Share Your Christmas food drive, the first Wednesday in December. In conjunction with the Food Bank of Abilene, from 7am to 7pm we collect as much food as possible outside in the parking lot, despite the weather conditions. Since the first drive, the amount of business wishing to become involved has become phenomenal.
- KRBC hosted Kid Fest the end of June 2004. Kid Fest was a festival for kids held at the Abilene Civic Center. This four-hour event consisted of free game booths, air castle jumper, clowns, magician, DJ with music and singing. There were booths rented out to businesses for \$75 that consisted of photos on a live pony for the kids, caricatures, kids furniture and accessories, & Home Depot had a booth where kids could build birdhouses and take them home. It was put on for the pure enjoyment of the kids of the community. Kids were admitted free and adults were \$2. There were approximately 3000 people who attended in a four-hour period.
- In 2003, KRBC hosted a drive for the victims of an apartment building fire, the 21/21 Apartments in Abilene. We raised money in the amount of approx \$2,000 and 3 semi truck trailer loads of furniture and clothing for the residents who lost everything they had in the fire.
- KRBC's weather department has a "Future Forecasters" program where the meteorologists to various schools in the Big Country and gives a child in the class the "kid cam" so he or she can tape the event. The meteorologists demonstrate experiments related to weather to the classes and let them participate. The footage that the children shoot is then shown on the newscast later that evening or within the week.